

PAPER 1 Reading

Part 1

PAPER 2 Writing

Part 2

PAPER 3 Use of English

Part 3

PAPER 4 Listening

Part 4

PAPER 5 Speaking

You are going to read a newspaper article. Six paragraphs have been removed from the article. Choose from the paragraphs **A–G** the one which fits each gap (7–12). There is one extra paragraph which you do not need to use.

Mark your answers **on the separate answer sheet**.

Peach of an Idea

Regent's Park in central London was recently the site of a festival of music and fruit, marking the fifth birthday of Innocent, the drinks company set up by three college friends who wanted to bring a bit of nature to the table. It all began five years ago, when Adam Balon, Richard Reed and Jon Wright were contemplating starting their own business. They took 500 pounds worth of fruit to a music festival in west London, made a huge batch of smoothies – fruit drinks blended with milk and yoghurt – and asked their customers for a verdict.

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Looking back, they now admit that they were amazingly naive about starting a business, thinking it would just take off once they had the recipes and packaging figured out. In fact, the three budding businessmen had nine months living on credit cards and overdrafts before they sold their first smoothie.

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The appeal of Innocent's products lies in their pure, unadulterated ingredients, plus a dash of quirky advertising. As one campaign put it, their drinks are not made *from* fruit, they *are* fruit. Innocent's refusal to compromise on this point presented them with some problems when they first started talking to potential suppliers, Adam says. This was when they discovered the truth about the majority of so-called 'natural fruit drinks'.

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'Naivety', adds Richard, who is always ready with a soundbite, 'can be a great asset in business because you challenge the status quo.' Although Innocent's drinks are fiendishly healthy, the company has always been very careful not to preach. 'Everyone knows what they're supposed to do,' says Richard. 'But we just

don't, especially when you live in a city and it's pints of lager and a kebab at the end of the night. We just thought, "Wouldn't it be great to make it easy for people to get hold of this natural fresh goodness?" Then at least you've got one healthy habit in a world of bad ones.'

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In essence, explains Jon, Innocent plans to simply freeze some of its smoothies, possibly with a bit of egg thrown in to make it all stick together. To help testers make up their minds about which combinations work, the yes and no bins will be dusted off and put out again.

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'You've just got to put that in the category of "never say never",' says Richard. 'But the three of us go away once every three months to talk about what we want out of the business and we are all in the same place. So as long as we are excited and challenged and proud of the business, we are going to want to be a part of it.'

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'We have got annoyed with each other,' admits Adam. 'But the areas we have had fallings-out over are things where we each think we have reasons to be right. So it's been about really important stuff like the colour of the floor, the colour of the entrance, or what to paint the pillar.' 'We really did nearly jump on each other about that,' adds Jon. 'Was it going to be blue or green?'

each member of the team

- A** Despite the temptation to do so, they have so far refused all offers. This might not last, of course, but while it does, it will have positive consequences for the fruit drinks market.
- B** At the Regent's Park event the team tried out one of their new ideas – extending their range of products into desserts. 'We always try and develop something that we actually want, and for us there is this problem of Sunday evenings when you sit down with a DVD and a big tub of ice cream and it's nice to munch through it, but my God, is it bad for you,' Richard adds.
- C** Most are made from concentrated juice with water – and perhaps sweeteners, colours and preservatives – added. 'We didn't even know about that when we started,' Adam explains. 'It was when we started talking to people and they said, "OK, we'll use orange concentrate," and we said, "What's concentrate?" and they explained it and we said, "No, we want orange juice."'
- D** 'We originally wrote this massive long questionnaire,' says Richard. 'But then we thought, if you're at this festival and it's sunny, the last thing you want is to fill out a survey. So we decided to keep it simple and ask literally, "Should we stop

working and make these things?" We had a bin that said yes and a bin that said no, and at the end of the weekend the yes bin was full of empty bottles. We all went in to work the next day and quit.'

- E** They also seem to have managed to stay friends. They still take communal holidays, and the fact that each member of the team brings a different and complementary set of skills to Innocent seems to have helped them avoid any big bust-ups over strategy.
- F** Innocent now employs 46 people and Fruit Towers – as they call their base – has slowly expanded along the line of industrial units. The company has managed to establish a dominant position in the face of fierce competition. This year Innocent became Britain's leading brand of smoothie, selling about 40% of the 50 million downed annually by British drinkers.
- G** Having created a successful business from this base, is there a temptation to sell up and go and live on a desert island? With consumers becoming increasingly concerned about what they put in their stomachs, premium brands such as Innocent are worth a lot of money to a potential buyer.

Essential tips

- ▶ This part of the exam tests your understanding of how a text is organised and, in particular, how paragraphs relate to each other. For example, a paragraph might give details about an idea mentioned or discussed in a previous paragraph, or it may present another side of an argument discussed in a previous paragraph.
- ▶ Read through the main text quickly to get a general idea of what it is about. Don't worry if there are words or phrases you don't understand. Find the main idea in each paragraph.
- ▶ Look for links between the main text and the gapped paragraphs. The gapped paragraph may have links either to the paragraph before it or to the paragraph after it, or even to both.
- ▶ Look for theme and language links. For example:
 - references to people, places and times.
 - words or phrases that refer back or forward to another word, phrase or idea in the text. For example, if the first line of a paragraph says something like 'This becomes clear when we look at ...', 'This' refers back to something expressed in the previous paragraph.
 - linking devices such as 'firstly', 'secondly', 'furthermore', 'on the other hand', 'however'. These will help you to find connections between paragraphs.

- ▶ When you have found a paragraph that may fill a gap, read the paragraph that comes before it and the one that comes after it to see that they fit together.

- ▶ Re-read the completed text and make sure it makes sense.

Question 7: The last sentence in the previous paragraph describes how Balon, Reed and Wright 'asked their customers for a verdict'. Which gapped paragraph describes how customers gave their opinion?

Question 9: The previous paragraph ends with 'This was when they discovered the truth about the majority of so-called "natural fruit drinks"'. Look for a gapped paragraph which describes this 'truth'.

Question 11: In the paragraph following the gap, one of the owners of Innocent implies that something seems unlikely because he and his colleagues are still a good team. Which gapped paragraph poses a question which this paragraph answers?

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PAPER 5 Speaking

You are going to read a magazine article. For questions **13–19**, choose the answer (**A, B, C or D**) which you think fits best according to the text.

Mark your answers **on the separate answer sheet**.

The Beauties of the Stone Age

Jane Howard views some works of ancient art

I have just come home after viewing some astonishing works of art that were recently discovered in Church Hole cave in Nottinghamshire. They are not drawings, as one would expect, but etchings, and they depict a huge range of wild animals. The artists who created them lived around 13,000 years ago, and the images are remarkable on a variety of counts. First of all, their sheer number is staggering: there are ninety all told. Moreover, fifty-eight of them are on the ceiling. This is extremely rare in cave art, according to a leading expert, Dr Wilbur Samson of Central Midlands University. 'Wall pictures are the norm,' he says. 'But more importantly, the Church Hole etchings are an incredible artistic achievement. They can hold their own in comparison with the best found in continental Europe.' I am not a student of the subject, so I have to take his word for it. However, you do not have to be an expert to appreciate their beauty.

In fact, it is the wider significance of the etchings that is likely to attract most attention in academic circles, since they radically alter our view of life in Britain during this epoch. It had previously been thought that ice-age hunters in this country were isolated from people in more central areas of Europe, but the Church Hole images prove that ancient Britons were part of a culture that had spread right across the continent. And they were at least as sophisticated culturally as their counterparts on the mainland.

News of such exciting discoveries spreads rapidly, and thanks to the Internet and mobile phones, a great many people probably knew about this discovery within hours of the initial expedition returning. As a result, some etchings may already have been damaged, albeit inadvertently, by eager visitors. In a regrettably late response, the site has been cordoned off with a high, rather intimidating fence, and warning notices have been posted.

An initial survey of the site last year failed to reveal the presence of the etchings. The reason lies in the

expectations of the researchers. They had been looking for the usual type of cave drawing or painting, which shows up best under direct light. Consequently, they used powerful torches, shining them straight onto the rock face. However, the Church Hole images are modifications of the rock itself, and show up best when seen from a certain angle in the natural light of early morning. Having been fortunate to see them at this hour, I can only say that I was deeply – and unexpectedly – moved. While most cave art often seems to have been created in a shadowy past very remote from us, these somehow convey the impression that they were made yesterday.

Dr Samson feels that the lighting factor provides important information about the likely function of these works of art. 'I think the artists knew very well that the etchings would hardly be visible except early in the morning. We can therefore deduce that the chamber was used for rituals involving animal worship, and that they were conducted just after dawn, as a preliminary to the day's hunting.'

However, such ideas are controversial in the world of archaeology and human origins. Dr Olivia Caruthers of the Reardon Institute remains unconvinced that the function of the etchings at Church Hole can be determined with any certainty. 'When we know so little about the social life of early humans, it would be foolish to insist on any rigid interpretation. We should, in my view, begin by tentatively assuming that their creators were motivated in part by aesthetic considerations – while of course being prepared to modify this verdict at a later date, if and when new evidence emerges.'

To which I can only add that I felt deeply privileged to have been able to view Church Hole. It is a site of tremendous importance culturally and is part of the heritage, not only of this country, but the world as a whole.

Essential tips

- ▶ This part of the exam tests your detailed understanding of a text, including the views and attitudes expressed.
- ▶ Read through the text quickly to get a general idea of what it is about. Don't worry if there are words or phrases you don't understand.
- ▶ The questions follow the order of the text. Read each question or question stem carefully and underline the key words.
- ▶ Look in the text for the answer to the question. One of the options will express the same idea, but don't expect that it will do so in the words of the text.
- ▶ The final question may ask about the intention or opinion of the writer. You may need to consider the text as a whole to answer this question, not just the last section.

Question 13: An option can only be correct if all the information contained in it is accurate. Look at option A: are the images in Church Hole 'unique examples of ceiling art'? The text says they are 'extremely rare in cave art' – is this the same? Look at option B: are the images in Church Hole 'particularly beautiful'? And are they 'paintings'?

Question 15: Look at option A. What does the writer say about the discovery of the images being made public? Look at option B. If something is 'vulnerable to damage', what might happen to it? Look at option C. The text says 'many people probably knew about the discovery within hours of the initial expedition returning'. Is this the same as saying many people visited the cave within hours? Look at option D. Have the images definitely been damaged? When may the damage have taken place: before or after the measures were taken?

Question 17: Sometimes you will find words from the options in the

- 13 According to the text, the images in Church Hole cave are
 - A unique examples of ceiling art.
 - B particularly beautiful cave paintings.
 - C superior in quality to other cave art in Britain.
 - D aesthetically exceptional.
- 14 What is the cultural significance of these images?
 - A They indicate that people from central Europe had settled in Britain.
 - B They prove that ancient Britons hunted over large areas.
 - C They reveal the existence of a single ice-age culture in Europe.
 - D They suggest that people in Europe were more sophisticated than Britons.
- 15 According to the text,
 - A the discovery of the images should not have been made public.
 - B the images in the cave are vulnerable to damage.
 - C many people visited the cave within hours of its discovery.
 - D the measures taken to protect the images have proved ineffective.
- 16 Why were the images not discovered during the initial survey?
 - A They were not viewed from the right angle.
 - B People were not expecting to find any images.
 - C Artificial light was used to explore the cave.
 - D The torches used were too powerful.
- 17 What conclusions does Dr Samson draw from the lighting factor?
 - A Rituals are common in animal worship.
 - B The artists never intended to make the images visible.
 - C The images were intended to be visible at a certain time of day.
 - D Ice-age hunters worshipped animals in the cave.
- 18 According to Dr Caruthers,
 - A we cannot make inferences from cave art.
 - B the images in Church Hole do not serve any particular function.
 - C experts know nothing about life 13,000 years ago.
 - D the function of such images is open to question.
- 19 It seems that the writer
 - A can now envisage the life of ice-age hunters more vividly.
 - B was profoundly impressed by the images in the cave.
 - C has now realised the true significance of cave art.
 - D thinks the images should receive more publicity.

text. Be careful: the meaning in the text is not necessarily the same as that in the answer options. Here, option D says the hunters 'worshipped animals in the cave', but the text says the cave was used for 'rituals involving animal worship', which is not the same thing.